

[54] **THICKENING AGENT FOR AQUEOUS COMPOSITIONS**

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[56]

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[57]

ABSTRACT

A mixture of a water swellable clay mineral and an alkali soluble and thickenable (meth)acrylic acid emulsion copolymer provides a highly effective thickening and gelling agent for aqueous systems at low concentrations. The gels are self-supporting and have high strength and thus are particularly useful as air fresheners and other applications where firm gels are desirable. A synergistic thickening effect between the (meth)acrylic acid copolymer and the clay mineral is observed.

11 Claims, No Drawings